

CAF

Charitable Giving Tracker: August Wave

METHODOLOGY NOTE

ComRes interviewed 2,018 adults online from 29th to 31st August 2012. Data were weighted to be demographically representative of all British adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

Charity Tracking Survey
ONLINE Fieldwork : 29th-31st August 2012

Absolutes/col percents

Table 10

Q.2a In the last month, that is since 29th/30th July, have you given to charity?**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2018	1002	1016	220	276	353	363	337	469	764	529	253	472	289	746
Weighted base	2018	989	1029	242	323	384	343	303	423	545	585	424	464	306	824
Yes	890 44%	414 42%	476 46% ^a	79 32%	109 34%	148 39%	137 40%	157 52% ^{CDEF}	261 62% ^{CDEFG3%}	291 47% ^{JKL}	274 35% ^{KL}	147 35%	178 38%	129 42%	329 40%
No	1097 54%	555 56%	542 53%	157 65% ^{GH}	199 62% ^{GH}	230 60% ^{GH}	206 60% ^{GH}	146 48% ^H	159 38%	246 45%	302 52% ^I	267 63% ^{IJ}	281 61% ^{IJ}	172 56%	482 59%
Don't know	31 2%	20 2% ^b	11 1%	7 3% ^{FG}	15 5% ^{EFGH}	5 1% ^{fg}	* *	- -	4 1%	7 1%	9 1%	10 2%	5 1%	5 2%	13 2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

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Absolutes/col percents

Table 10

Q.2a In the last month, that is since 29th/30th July, have you given to charity?

Base: All respondents

	Region											
	Total	Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)
Unweighted base	2018	178	90	232	177	193	165	76	185	218	303	201
Weighted base	2018	175	91*	237	178	187	157	107*	189	254	259	184
Yes	890 44%	91 52%CdEi	36 40%	94 39%	72 41%	70 37%	79 50%cE	49 46%	88 46%	105 41%	120 46%e	87 47%e
No	1097 54%	83 47%	54 59%	139 59%Af	103 58%a	114 61%AF	76 49%	55 51%	99 53%	142 56%	137 53%	96 52%
Don't know	31 2%	2 1%	1 1%	5 2%	3 2%	3 2%	2 1%	3 3%	2 1%	7 3%	2 1%	1 *

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j/k

*** small base**

Charity Tracking Survey

ONLINE Fieldwork : 29th-31st August 2012

Absolutes/col percents

Table 11
Q.2b How much do you estimate that you gave to charity in the last month?
Base: All respondents who have given to charity in the last month

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	930	448	482	67	96	138	153	184	292	409	249	87	185	128	315
Weighted base	890	414	476	79*	109*	148	137	157	261	291	274	147*	178	129*	329
£1-£5	218 24%	109 26%	108 23%	26 33%Gh	22 20%	44 30%Gh	44 32%dGH	28 18%	53 20%	61 21%	67 24%	36 25%	53 30%l	37 29%	79 24%
£6-£10	180 20%	74 18%	106 22%	23 30%F	20 18%	34 23%F	14 10%	37 23%F	52 20%F	58 20%	54 20%	39 26%l	30 17%	30 23%	62 19%
£11-£15	59 7%	27 7%	33 7%	6 8%	8 8%g	8 5%	11 8%g	4 3%	23 9%G	26 9%k	17 6%	4 3%	12 7%	8 6%	17 5%
£16-£20	103 12%	44 11%	59 12%	4 6%	12 11%	17 11%	21 16%c	21 13%	28 11%	33 11%	27 10%	18 12%	25 14%	11 8%	40 12%
£21-£30	75 8%	36 9%	39 8%	2 2%	8 7%	10 6%	9 6%	11 7%	37 14%CEFG	26 9%L	29 11%L	14 10%l	7 4%	6 4%	22 7%
£31-£40	18 2%	9 2%	8 2%	1 1%	5 5%H	2 1%	3 2%	5 3%H	2 1%	12 4%jKL	4 2%	-	1 1%	5 4%	6 2%
£41-£50	36 4%	18 4%	19 4%	4 4%	7 6%	3 2%	3 3%	8 5%	11 4%	15 5%	9 3%	4 3%	8 5%	8 6%	12 4%
£51+	62 7%	32 8%	29 6%	4 5%	3 3%	9 6%	11 8%d	13 8%d	22 8%d	28 10%L	19 7%	9 6%	6 4%	4 3%	29 9% <i>m</i>
Can't remember	139 16%	64 15%	75 16%	8 11%	24 22% <i>cH</i>	22 15%	20 15%	30 19% <i>h</i>	33 13%	33 11%	48 18% <i>l</i>	23 15%	35 20% <i>l</i>	21 16%	62 19%
Mean	29.85	29.97	29.75	24.53	24.72	50.22	22.50	28.72	26.55	29.49	24.41	30.19	38.87	17.11	44.44
Standard deviation	94.85	65.13	114.73	76.91	56.25	205.51	33.28	43.70	40.58	47.23	42.97	85.77	184.95	20.00	152.13
Standard error	3.38	3.33	5.69	10.19	6.41	18.84	2.94	3.56	2.53	2.48	2.99	10.18	15.20	1.94	9.42

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n
 * small base

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Table 11

Q.2b How much do you estimate that you gave to charity in the last month?**Base: All respondents who have given to charity in the last month**

	Region											
	Total	Scotland (a)	North East (b)	North West (c)	Yorkshire & Humberside (d)	West Midlands (e)	East Midlands (f)	Wales (g)	Eastern (h)	London (i)	South East (j)	South West (k)
Unweighted base	930	94	40	97	80	81	83	33	82	95	148	97
Weighted base	890	91*	36*	94*	72*	70*	79*	49**	88*	105*	120	87*
£1-£5	218 24%	20 22%	8 23%	26 27%i	20 27%i	18 26%	24 30%i	14 29%	26 29%i	17 16%	27 22%	19 22%
£6-£10	180 20%	14 15%	7 20%	20 21%	14 20%	15 21%	15 19%	12 25%	21 24%	15 14%	28 23%	20 23%
£11-£15	59 7%	8 9%	3 9%	8 8%	5 7%	6 8%	4 6%	1 3%	3 4%	10 9%	8 6%	4 4%
£16-£20	103 12%	13 14%	2 6%	9 10%	6 9%	4 6%	10 12%	7 15%	11 12%	19 18%dE	13 11%	8 9%
£21-£30	75 8%	10 11%h	6 16%cfH	5 5%	9 13%fh	7 10%	4 5%	- -	3 4%	12 11%	12 10%	8 9%
£31-£40	18 2%	1 1%	- -	2 2%	1 2%	1 2%	1 1%	- -	2 2%	3 3%	2 2%	4 5%
£41-£50	36 4%	2 2%	1 2%	1 1%	7 9%ACeH	2 2%	3 3%	1 3%	1 2%	7 7%c	7 6%c	5 6%c
£51+	62 7%	7 8%	2 5%	6 7%	3 4%	5 8%	6 8%	3 7%	6 6%	6 6%	12 10%	5 6%
Can't remember	139 16%	17 19%j	7 19%	18 19%j	7 10%	12 17%	12 15%	9 18%	16 18%	16 16%	12 10%	13 15%
Mean	29.85	48.52ch	19.83	20.41	59.43	22.35	23.92	21.80	16.96	29.71h	29.20h	28.27
Standard deviation	94.85	128.05	28.34	33.13	263.04	34.78	40.68	38.64	24.56	47.32	46.27	52.15
Standard error	3.38	14.79	4.86	3.70	31.00	4.25	4.90	7.44	2.98	5.29	4.01	5.69

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i/j/k

*** small base; ** very small base (under 30) ineligible for sig testing**